

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Australian American Public Relations, Inc. 279 S. Beverly Drive, Suite 1193, Beverly Hills, CA 90212		2. Registration No. <b>4113</b>
3. Name of foreign principal Australian Trade Commission ("Austrade")	4. Principal address of foreign principal 611 N. Larchmont Blvd. 3rd Floor Los Angeles, CA 90004	

5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____

☐ Individual—State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant. Australian Trade Commission ("Austrade")

b) Name and title of official with whom registrant deals.  
Gerald Watkins, Senior Trade Commission, Los Angeles Post

7. If the foreign principal is a foreign political party, state: N/A

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party, N/A

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒
- Directed by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐
- Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐
- Financed by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal ..... Yes ☒ No ☐
- Subsidized in part by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

Austrade is an organization set up to facilitate the entry of Australian companies and their goods and services into distribution and retail net works throughout the United States. Austrade is set up, operated, controlled, directed and subsidized in whole by the Australian federal government.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

Date of Exhibit A

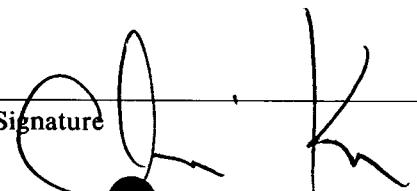
March 25, 1988

Name and Title

CEO

Claudia Keech

Signature



**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant  
Australian American Public Relations, Inc.

Name of Foreign Principal  
Australian Trade Commission ("Austrade")

Check Appropriate Boxes:

1. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
2. ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Australian American Public Relations, Inc. develops information materials from Austrade and related sources and disseminates the same to appropriate media via mail and electronic wire services.

RECEIVED  
DEPT. OF JUSTICE  
GENERAL INVESTIGATIVE  
DIVISION  
JUN 10 1984

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Activities include research, drafting, compilation and distribution of information relative to Australian goods and services and to the companies that produce the same.

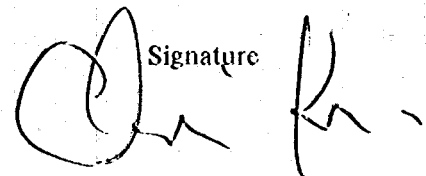
6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

- Promotion of the sale of products of primary, secondary and tertiary industries of Queensland and the stimulation of interest in the extension of existing industries in Australia
- Fostering of commercial relations between the United States and Queensland, Australia
- Dissemination of knowledge of and the encouragement of interest in Australia
- Support of the promotion of Australia as a tourist destination with a view to attracting tourists to the State.

Date of Exhibit B  
March 25, 1988

Name and Title  
Claudia Keech  
CEG

Signature  


<sup>1</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



3550 WILSHIRE BOULEVARD  
SUITE 1718  
LOS ANGELES, CALIFORNIA 90010-2481

TELEX: (230) 181125 AUSTCOM LSA  
FACSIMILE: (213) 382-3150  
TELEPHONE: (213) 380-7561-2-3

203-5-6

27 March 1987

Ms Claudia Keech  
Australian American Public Relations Inc.,  
279 South Beverly Drive, Suite 1193  
Beverly Hills  
CALIFORNIA 90212

Dear Claudia

PR ACCOUNT

I confirm my telephone conversation with you yesterday and our agreement to enter into a contractual arrangement whereby you would undertake PR activities as outlined in your proposal for the Los Angeles office of the Australian Trade Commission. These activities will be covered by a contract drafted by Trade Publicity in Melbourne, of which I have already forwarded a copy to you. I am attaching a further copy for you to sign and return to me. The initial period of appointment would be for 1 year, subject to renewal. However, as you are proposing to start on 1 June 1987 and as our financial year is from 1 July to 30 June, I propose that the initial appointment be for 13 months with a review not later than 3 months before expiry on 30 June 1988. The fees for your services are agreed at US\$2500 per month plus out of pocket expenses and Press clippings at cost.

With regard to the newsletter, I will be reviewing our needs in this area, but envisage that should we proceed, we would be producing an 8 page fairly basic newsletter 6 times a year along the lines of the one currently produced by San Francisco office. The total quantity would be 4000 - 5000 each issue. On the basis that the mast-head (in two colours) could be produced for the whole year of issues, I would like you to revise your quote, which seems a little high.

Kind regards,

Yours sincerely

G H WATKINS  
Senior Trade Commissioner

Enclosure

GHW/nm

RECEIVED  
DEPT OF JUSTICE  
CRIMINAL DIVISION  
88 APR -4 P 4:45

# AUSTRALIAN AMERICAN PUBLIC RELATIONS, INC.

March 18, 1987.

Mr. Gerald Watkins,  
Senior Trade Commissioner,  
Australian Trade Commission,  
3550 Wilshire Boulevard.  
Los Angeles CA 90010.

Dear Gerald,

Attached please find our proposal, in response to your current search for a suitable Public Relations company to work with you and Austrade in the North American marketplace.

As per the Publicity Agreement issued from Victoria, we have answered each targeted subject. As you will see we have done this as briefly and concisely as possible. However, we are more than willing to expand on any point, should your Melbourne office require same.

As you would be aware, Australian American Public Relations' track record in promoting Australian products and concepts in North America, is now a five-year-old success story.

We have successfully carved a niche for ourselves as the Number One PR resource for information on Australia. Of course, our clients have and do benefit enormously from this enviable reputation.

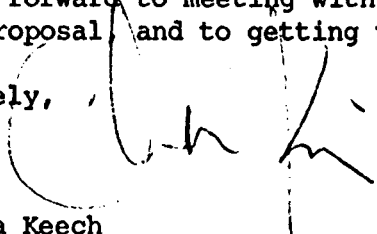
Established in 1982, AAPR is owned and operated by both Australians and Americans who have an understanding of each others marketplaces and who work together on each and every account.

AAPR's unique position in this marketplace has allowed all out Australian and American clients to enjoy a high profile and ongoing success in the United States.

A sample listing of this clientele (attached), more than confirms our capabilities and why we feel AAPR is ideally suited to work with you, in attracting attention and subsequent business to Australian export industries, their products and services in North America.

I look forward to meeting with you at your convenience, to discuss this proposal and to getting the show on the road as soon as possible.

Sincerely,

  
Claudia Keech  
President

279 South Beverly Drive • Suite 1193 • Beverly Hills, CA 90212 • 213/274.2253

# AUSTRALIAN AMERICAN PUBLIC RELATIONS, INC.

A Public Relations Program

Prepared For

AUSTRADE

AUSTRALIAN TRADE COMMISSION

March 18, 1987

CREATE - CYCLE  
- FOR INCREASING  
CYCLE

140 South Camden Drive Apt 101  
Beverly Hills 90212

## Introduction

It is the purpose of the Australian Trade Commission (AUSTRADE) to commission a publicity effort in the Los Angeles area and throughout the Southwestern United States for Australian export industries, their products and services.

*no longer*  
It is understood by Australian American Public Relations, Inc. (AAPR) that this publicity campaign is part of the wider "North American Special Exercise" promotional campaign and that our efforts will involve other promotional activities, such as trade display participation. *no. only support for them*

AAPR will develop and place targeted editorial material in the media and other communications vehicles with the expressed purpose of highlighting the services and programs of the Australian Trade Commissioner and the activities of the Trade Commissioner's office.

This proposal will discuss our recommendations to accomplish your desired marketing goals, an estimated budget and will discuss other considerations required by the Australian Trade Commission.

First let us state the primary objectives of the Commission's campaign, as we understand them:

1. Increase the sales of Australian manufactured products.
2. Assist in the conclusion of manufacturing-under-license agreements for the manufacture of Australian products.
3. Promote joint Australian-U.S. manufacturing arrangements
4. Project a positive, competitive image of Australian manufactured products and services.
5. Position the Los Angeles trade office as the central contact outlet for U.S. companies seeking information about business in Australia.
6. Publicize the diversified services the trade commissioner can offer U.S. businesses.

XXTRA


TRADE FAIRS -  
NAME OF  
AGENTS -  
ARTICLE ON  
EACH

LENGTHLY (LEAD)-TIME  
SUPPLIED.  
OR PRESS.  
AGENTS FOR LOCAL FAVOR.  
ABOVE - COSTS MADE  
TRY PLACEMENT



The supporting strategies for such public relations objectives would include at least the following:

- A) Build a consistent flow of positive publicity in support of AUSTRADE'S operational plan to target industries *and assist firms (ACTUAL COMPANIES)* *OUT GEN VIT*
- B) Merchandise significant publicity results throughout target industry/market areas. *EXPLAIN*
- C) Develop specific publicity programs to maximize coverage at specifically designed activities such as trade shows, etc.

 D) Position and expand the Trade Commissioner *and his office in* of Los Angeles among target media as an effective spokesman for Pacific Rim business articles.

E) Provide editorial and publicity support to any advertising, supplemental publication program deemed pertinent to the Trade Commissioner's aims.

Target audiences for this particular program would include the following:

1. Decision makers from private enterprises, government entities and local municipalities,
2. Importers, brokers/agents and distributors,
3. Wholesalers and retailers,
4. Trade press, as arbiters of industry opinion, and
5. Consumers, to maximize the pull-through segment of the marketing mix.

Now that we have outlined the objectives, supporting strategies and audiences, let us discuss our primary recommendations designed to accomplish the goals.

For clarity purposes, each objective (as listed) will be addressed, specifically followed by our recommendations.

*Exports*

### (1) INCREASING THE SALES OF AUSTRALIAN MANUFACTURED PRODUCTS

*There is a difference between developing a local market & an export market.*  
No business should exist without this primary motivation. What happens is that most manufacturers do not know how. We can cite examples of this in the garment industry where companies show their products in the California Mart to appreciative audiences. While the products are outstanding, the promotional follow-up may not happen.

Our agency would assist this manufacturer in securing fashion media attendance at his show. *This would not be for us but for the info.*

We would advise him on his press presentation, photography, and marketing presentation. We might also advise this manufacturer on how better to distribute his products in the U.S.. Your office offers some of this counseling. With the experience in this agency of vast industry expertise, we could assist you in this effort.

*only if there  
was a direct  
relationship*

We must also keep in mind that while we can provide "primary counseling" to many companies, we cannot spend a staggering amount of time with their entities. This "time" should be earmarked to garner more press for the AUSTRADE.

*Either it is a separate charge or, in some cases we may contact for additional services.*

## (2) THE CONCLUSION OF MANUFACTURING-UNDER-LICENSE AGREEMENTS FOR THE MANUFACTURE OF AUSTRALIAN PRODUCTS

*No. The license is the market report.*

When such a license is concluded, the licensee will require counsel to how-best market his product in the U.S. Let us say the product is of a pharmaceutical nature. Your office would offer information about the legalities involved in the labeling, the rules of the Food and Drug Administration and considerations such as this. We could assist you in this effort. We would offer counsel as to the drug trade publications, consumer and media contacts that would contribute to a successful launching of this product. We could put him in contact with the public relations staff of the retail outlets where the product would be sold.

*No.  
assistance  
in concluding  
the license  
is not  
required  
only product  
relating to  
it.*

## (3) THE PROMOTION OF JOINT AUSTRALIAN-US MANUFACTURING ARRANGEMENTS WHICH WILL RESULT IN THE SALE OF AUSTRALIAN PRODUCTS

*Agency could assist by arranging*

In addition to the counsel of the tools of promoting these products {press kits, releases, media letters, photographs, media contact} we would look for beneficial networking between the joint parties.

*and arranging*

If it is beneficial for both parties to network with and entertain the media, retail managers who buy the product, the placement of these principals on seminar panels, talk shows concerned with business interests or the planning of special events pertinent to their products, our agency will make these arrangements.

## (4) TO PROJECT AUSTRALIAN MANUFACTURING AS COMPETITIVE, WIDE-RANGING, MODERN AND PROGRESSIVE

*No. This is done by media placement.*

One of the most effective means to project this image is done through the arrangement of a business junket to manufacturing facilities. Special media luncheons with a well written audio visual presentation are also prepared. Our press kit would contain well written articles that we prepare on industries that reflect the competitive, modern and progressive image you wish to convey. Other approaches are to examine techniques that have been successful in Australia and can serve as an example to the manufacturers in our target area.

- (5) TO IDENTIFY THE LOS ANGELES TRADE OFFICE AS THE CONTACT POINT FOR U.S. AND BUSINESS-LIKE PEOPLE SEEKING INFORMATION ABOUT AUSTRALIAN PRODUCTS, COMPANIES AND INDUSTRIES

It is important that U.S. business people identify you as the contact office for Australian products. They are also looking for assistance to reach your Australian populus. This is accomplished by:

- (A) Media development about your office.
  - (B) Arranging luncheons, seminars, and special events that introduce you to the designated target business audience.
  - (C) Positioning the Trade Commissioner as a central contact point for information viable to specific journalists. For example, when reporters need quotes from a reliable business source, they call someone who can return the call and offer pertinent information on a deadline basis. We will attempt to position the trade office as this "supplier" to target media.
- (6) TO PUBLICIZE THE SERVICES THE TRADE COMMISSIONER POST CAN OFFER U.S BUSINESS

The program on the previous page is applicable here but positioning the commissioner to more specific trade media on a regular basis.

#### Publicity Recommendations

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The client can spell out a program of "clustering" of stories and pictures aimed at bringing to the attention of a targeted audience a particular message. In the U.S., to achieve placement of such stories and messages demands a strong creative talent as well as an understanding of the requirements of each media.

When we "cluster" products or industries we must understand how these industries or products convey a trend or direction in the industry. Our target media is, in this instance, looking for indications of business direction that will affect their readers. Any qualified agency can prepare a release about a "cluster" of subjects. It is the brilliant agency that goes beyond this concept and interprets what it all means in a newsworthy fashion.

It is important that the representative <sup>what does this mean?</sup> who conducts the "VISIT AUSTRALIAN PROGRAM" with journalists is familiar with the country, the resources, and attractions if they are working with visiting journalists.

Our agency enjoys <sup>not required</sup> extensive background in the design and implementation of trade show exhibits and the promotional activities at trade shows, in addition to providing publicity to the many trade show media.

As a member of the Public Relations Society of America, we have arranged hundreds of successful seminars and meetings for corporate CEOs, many from visiting countries; and vice versa.

Because we are computer-equipped to funnel our information via our in-house wire service, we are able to provide a daily media feed.

Such a feed would send out via Business Wire and PR Newswire articles on visits to the U.S.A. by key personnel of Australian Companies, Australian buyer visits, joint venture announcements, and articles on special promotional or business activities.

We realize we must contact on a daily basis, editors and key trade media. The contact will be aimed to establish a favorable attitude in the media towards Australia's trading attitudes and activities.

Our objective, generally speaking, is to make contact and have in each target medium's file, a backgrounder on the Trade Commission Office and Commissioner. This backgrounder will include article ideas, facts and other data for use their articles/stories.

#### Consultancy

In order to provide the most effective relationship, it is our belief that a weekly meeting with the Trade Commissioner is imperative. We usually interface with the client at a staff meeting weekly and daily phone discourse.

At these meetings we will establish <sup>Monthly</sup> priorities for articles, prepare an agenda of questions for discourse, plan activities for the current time agenda, and offer a weekly report. These meetings also provide an opportunity for us to offer suggestions about new articles, media opportunities and to bounce back and forth concepts for future events.

At the time of the billing, we prepare a summary of minutes of our meetings which will be forwarded to the Trade Commissioner and Trade Publicity, Melbourne.

#### Media Conferences

Well planned media conferences offer an excellent vehicle for launching newsworthy products and services. It is understood that the agency will arrange media conferences for the Trade Commissioner, Australian Government Officials and private business people visiting Los Angeles. Our agency will invite target media appropriate for such an interview. Because of our close contact with both the U.S. and Australian media, we enjoy an advantage over other public relations agencies that have only U.S. experience and contacts.

## Supplements

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Most clustering supplements require coop advertising. The newspaper or magazine solicits the advertising dollars. Should we be aware of pending supplements, written permission from AUSTRADE for assessment and decision will always be made. (We will, of course, review supplements, if contacted directly.) We must have an OK on all materials that are prepared for media distribution.

## Press Clippings

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*where?*  
As stated earlier in this proposal, press clippings can provide a significant vehicle for distribution to target media and directly to customers. Press clippings used in conjunction with a newsletter and background reports enhance the materials. It is our opinion that Luce and Burrells provide the most professional clipping service. We have worked with them for many years. *Is this an additional cost?*

## Newsletter

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*where?*  
As previously stated, newsletters can provide an effective forum for information about the Trade Commission. Our agency presently prepares ten different newsletters for professionals and corporations. The preparation of an attractive newsletter would be an additional cost to AUSTRADE.

## Junkets To Australia

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*Don't understand.*  
As mentioned in this proposal, an effective program such as this demands the expertise of an Australian experienced with the many facets of the country. We enjoy many media contacts in the U.S. Australia because of our work with the America's Cup Unit.

## Monthly Reports and Budget

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The press clipping service, our letter contacts, phone interviews, and "no-interest" contacts would be dutifully reported. No legitimate public relations agency can guarantee coverage large or small. If the agency enjoys first a news sense, is persevering in its assignment, and is creative in approach, then the garnering of visibility can almost be assured.

Our fee to implement the above public relations program on behalf of the Australian Trade Commission will be \$2,000 per month. Out-of-pocket expenses such as travel, postage, telephone, etc. will be billed separately with no mark up.

We are very excited about the possibility of working with the Australian Trade Commission in implementing a sound public relations program to achieve its desired goals. We believe we can help it accomplish the success and visibility it deserves.

###

Sample listing of AAPR past and current clientele.

The Australian Outback Collection  
Foster's Lager  
The Australian Film Commission  
Film Victoria - one off events  
Michael Edgley International  
ICI  
Parry Corporation  
Western Australian Tourism Commission  
America's Cup Unit - Western Australian Government  
Ken Done  
Oroton Distributors Inc..  
Trans Australian Airlines (now Australian Airlines)  
MacRobertson's Chocolates - one off events  
Hoadleys - one-off events

#### Events

The America's Cup  
Paul Hogan Day in Los Angeles and the launch of the Foster's Lager campaign.  
Good Sportsmanship Day - Giant Postcard presented to Dennis Connors and Ian Murray on the eve of the America's Cup. Ken Done.  
Co-produced official functions for Olympic Games with Australian Consulate.  
America's Cup Day and promotion of Pac Rim Symposium - Expo - Vancouver.

\*Events staged by AAPR vary widely and number many over the past five years.  
The above examples are just intended to indicate the many levels we are  
able to operate from to ensure excellent exposure for the client in question.

<DOCS>PubAgreeNew1

**PUBLICITY AGREEMENT**

**Between**

**And**

**The Australian Trade Commission (AUSTRADE)  
Trade Publicity  
Commerce House  
World Trade Centre  
Cnr Flinders & Spencer Streets  
Melbourne  
Victoria 3005, Australia.**



PROMOTION VISIBILITY  
HEALTH, ACTIVE PROFILE  
2

(DRAFT ONLY)

AGREEMENT: AUSTRALIAN TRADE COMMISSION

AND (to come)

## INTRODUCTORY NOTES

.....  
(hereafter referred to as "Agency") is appointed by the Australian Trade Commission (hereafter referred to as "AUSTRADE") to undertake a program of publicity activity in the Los Angeles area and Southwest U.S.A. for Australian export industries, their products and services.

The publicity campaign undertaken by Agency is part of the wider "North American Special Exercise" promotional campaign which also involves the use of other promotional activities, such as trade display participation.

The objectives of AUSTRADE's publicity campaign are: the placement of targeted editorial material in media published in the area serviced by the Australian Trade Commissioner in Los Angeles; and support for the activities of the Trade Commissioner's office.

The basic aims of the campaign will be to assist in:

- 3.
- 1) Increasing the sales of Australian manufactured products;
  - 2) The conclusion of manufacturing-under-licence agreements for the manufacture of Australian products;
  - 3) The promotion of joint Australian-U.S. manufacturing arrangements which will result in the sale of Australian products;
  - 4) To project Australian manufacturing as competitive, wide-ranging, modern and progressive;
  - 5) To identify the Los Angeles trade post as the contact point for U.S. business people seeking information about Australian products, companies and industries; and
  - 6) To publicise the services the Trade Commissioner Post can offer to U.S. business people.

H. Hoff

## 1. AUDIENCE

The main thrust of the campaign will be to influence:

- a) people making purchasing decisions for private enterprise, government departments and local instrumentalities;

b) importers, agents and distributors; and

c) wholesalers and retailers

The campaign is not aimed at consumers unless the particular product or business arrangement being promoted is such that sales might be stimulated by consumer demand (e.g. foodstuffs, sporting equipment).

## 2. SERVICES REQUIRED

Agency is to prepare a program to be assessed in terms of measurable work performance. Agency is, to:

1) Conduct a continuing campaign in support of AUSTRADE's operational plan targeted to specific industries. This will involve 'clustering' (see description under item 4) becoming the basis of the post's media campaign.

2) Provide the Senior Trade Commissioner with initiatives demonstrating its flexibility and imagination in support of the general publicity program in the Los Angeles post's territories.

3) Separate publicity programs for any specific or major activities in Los Angeles or other centres (e.g., Australian trade displays, trade missions, store promotions) may be planned by AUSTRADE and, should AUSTRADE wish to retain the services of Agency, a separate fee will be negotiated for each promotion.

4) However, Agency as part of the general publicity program will be expected, as directed by the Trade Commissioner, to seek to obtain follow-up publicity for Australian participants in trade displays and their products.

Agency will be expected to liaise with the Trade Commissioner to take any publicity advantage which results from activities associated with AUSTRADE's advertising program, or any follow on from Australia Produces campaigns.

Unless otherwise instructed, Agency will be concerned with publicity in the Los Angeles Post's area only. Nation-wide publicity activities and placement of publicity material in national media will be the responsibility of the New York Post.

## 3. SERVICES NOT REQUIRED

Agency is not required to be involved in market surveys for Australian products, trade negotiations between importers and Australian suppliers, compilation and assessments of marketing conditions and other activity outside the scope of the program.

1) AUSTRADE ON SPECIFIC INDUSTRY  
2) OUR OWN IDEAS  
LINKING WITH PROPOSED OR  
EXISTING EVENTS OR  
EDITORIAL MATTER  
H. TRADE EVENT

Agency is not required to concern itself with matters other than trade which might affect Australia's national status generally in Southwestern U.S.A., with the supply of information direct to Australian media, or (except when requested to do so by the Trade Commissioner) with the supply of information to correspondents, stringers or bureaus of Australian media in Los Angeles.

#### 4. PRODUCT PUBLICITY/MEDIA PUBLICITY

5. [The basis of the media publicity campaign will be 'clustering' of stories and pictures aimed at bringing to the attention of potential buyers various targeted industries/products by intensive bursts of publicity in appropriate media, especially trade media.

Clustering involves the production of very specific publicity material and its placement with media over a relatively short period so that an impact is made on potential buyers' consciousness. Up to six industries would constitute a clustering program for each year. In sequence, once about every two months, each of the industries/products would be publicised.

CO-ORDINATE WITH NEWSLETTER

A time table of clustering exercises will be provided to Agency to be implemented from editorial material supplied at regular intervals from Trade Publicity, Melbourne.

Agency will be expected to contact appropriate media with the aim of reaching agreement on the type of material to be provided by AUSTRALIA and the industries being publicised.

Agency will advise the Senior Trade Commissioner on the possibilities of co-ordinating clustered stories on a targeted industry into a campaign comprising elements which could include:

a) support for a specified trade display, where possible as the culmination of activity; FOLLOW-UP FOR INDIVIDUAL COMD

b) special supplements in newspapers or trade publications;

c) visits to Australia under the Visit Australia Program by journalists who will write articles for the press or trade publications (which could be published in supplements in association with clustered stories); USE LOCAL AAPR THING

d) co-ordination with post activities such as seminars to importing bodies.

6. General media feed will be available concerning companies not covered by the clustering program but this will be subject to selectivity, using only editorial of interest on a regional basis.

SUPPLY A SERIES BUILD-UP  
EDITORIAL LIBRARY

In addition, AUSTRADE will send Agency, or Agency, using information supplied by the Trade Commissioner, will write:

- a) Articles on visits to the U.S.A. by key personnel of Australian companies;
- b) Articles on visits to Australia by buyers from U.S.A.;
- c) Articles on the appointment of agents, joint venture or manufacturing-under-licence arrangements; and
- d) Articles on special promotional or business activities/functions arranged by the Trade Commissioner.

#### 5. MEDIA LIAISON

Agency will liaise regularly with editors and key trade media writers to discuss opportunities for placing editorial comprising either clustering or general regional media feed articles; and for activities in support of clustering such as supplements, Visit Australia Program and trade display special efforts. It will identify itself as a continuing source of articles, photographs and radio and television news items about Australian industry and products.

This liaison should aim at establishing an overall favourable attitude in media towards Australia's trading attitudes and activities.

#### 6. CONSULTANCY

Agency will have a weekly interview with the Trade Commissioner, usually by telephone, designed to develop publicity around activities of the Post. Areas of post activity considered appropriate in meeting this objective include:

- a. Regional publicity connected with programmed visits by AUSTRADE staff within the territory of the post.
- b. Regional publicity interest created by Agency which can be exploited by visits by AUSTRADE staff.

Also, Agency will consult with the Trade Commissioner at least once a month to:

- a) establish priorities for the release of product articles;
- b) establish whether additional information can be obtained (e.g. from agents) which would improve the acceptability of articles with the media;

SEE  
MINI  
ANSWER

CONSTANT VIA SONY REAL SYSTEM

WITH OFFICE

PERSONNEL

industrial  
between  
offices

BLN

PH

6

LIAISON

MONTHLY

11/15 - plan activities such as the Trade Commissioner addressing seminars, business groups, appearing on radio and television.

Agency will prepare summary minutes of these meetings and forward these to the Trade Commissioner and Trade Publicity, Melbourne.

## 7. AGENCY INITIATIVE

Agency will suggest topics and initiatives to the Trade Commissioner and AUSTRADE to publicise:

- a) Australian products and services, mainly in support of clustering;
- b) the services available from the Trade Commissioner's office; and
- c) Australia as a modern industrial nation.

Agency should be alert to opportunities for the placement of feature articles to improve Australia's image as an industrial nation. AUSTRADE will provide feature length articles and photographs to the specification of individual media provided that the subject matter and media meet the approval of the Trade Commissioner. - ARTICLES - OCCASIONAL RELEASE BUT MOST WILL BE CWN

Agency will investigate the possibility of the Trade Commissioner addressing seminars or appearing on radio or television programs. If the Trade Commissioner considers such appearances will increase Australia's trade prospects, Agency will make the necessary arrangements and advise the Trade Commissioner on the technical aspects of the use of electronic media.

## 8. MEDIA CONFERENCES

Agency will arrange media conferences for the Trade Commissioner, Australian Government officials and private business people visiting Los Angeles or other centres should the Trade Commissioner and Agency agree that such conferences will add to Australia's trade publicity projection.

## 9. SUPPLEMENTS

AUSTRADE will seek Agency's advice on media and assistance in organising clustering supplements and, in each case, will provide a brief to the Senior Trade Commissioner, Los Angeles, and Agency.

TALK TECHNIQUES  
MEDIA CONFERENCE

Agency also will put forward proposals for supplements on its own initiative. When such proposals would involve AUSTRADE advertising expenditure and paid space taken by Australian exporters, it is always provided that they be presented to AUSTRADE for assessment and decision, without prior commitment to the medium.

Material will be supplied from Australia and will be re-styled by Agency to suit media requirements in the Southwest.

#### 10. PRESS CLIPPINGS

Agency will assist the Trade Commissioner in setting up a press clipping service in the Los Angeles and Southwest USA areas to monitor regional trade publicity for Australia only, to assist assessment of the results of the media placement campaign.

Agency also will administer the service and ensure that both the Trade Commissioner and Trade Publicity receive copies of these clippings in the monthly reports.

#### 11. NEWSLETTER

If the Post requires production of a newsletter, in consultation with the Trade Commissioner, Agency would assist in the production of the Post's newsletter and be responsible for co-ordinating the layout and printing. The Trade Commissioner would be responsible for providing Agency with information for inclusion in the newsletter.

#### 12. VISIT AUSTRALIA PROGRAM

Agency will be expected to submit names of suitable journalists from business publications for the Visit Australia Program and to consult with the Trade Commissioner on proposals, organisation and follow-up for such visits.

#### 13. PUBLICITY REPORT

Agency will report monthly to Trade Publicity on publicity activities within the scope of the program and provide the publicity results. This report will be submitted to the Senior Trade Commissioner in Los Angeles not later than the fifteenth day of the month and is to be accompanied by relevant supporting press clippings and details of any radio and television coverage. Should the report not be provided, AUSTRADE reserves the right to withhold the monthly fee payment.

#### 14. FAIR TRADE PRACTICES

Due to increasing international attention given to fair trading practices, Agency will maintain constant awareness of the requirements of U.S. law in all matters covering the publication of information, and advise AUSTRALIA, as necessary, of changes in local legal requirements which might affect the preparation of material for publication.

#### 15. TERMS OF APPOINTMENT

The appointment of .....  
will be on a continuing basis commencing ..... 1987, for .....  
hours per month.

Agency will be paid an annual fee of ..... in equal monthly instalments of ....., and will be reimbursed normal operating out-of-pocket expenses on submission of certified vouchers each month to the Senior Trade Commissioner.

Out-of-pocket expenses will include: trunk telephone and telex charges; photographic costs; press clipping service charges; travel and accommodation costs on out-of-town assignments; limited media entertainment; and other essential operating costs incurred in carrying out the program, but always with the approval of the Senior Trade Commissioner who will be responsible for the control of this expenditure.

The Agreement can be terminated by either party at three months' notice and will be subject to a review after six months.

PAYMENT  
EXPORT  
ECONOMY

**AGREEMENT: Australian Trade Commission**

and

.....

**ACCEPTANCE**

For and on behalf of .....  
 who accepts the foregoing terms and conditions of appointment as  
 specified in this Agreement.

Signed..... Position.....

Date.....

For and on behalf of the Australian Trade Commission, Commerce  
 House, World Trade Centre, Melbourne, which offers the foregoing  
 terms and conditions as specified in this Agreement.

Signed..... Position.....

Date.....